1-26 (canceled)

27. (currently amended) A computer-readable medium storing computer-executable instructions for electronic auctions, comprising the steps of:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions;

receiving an instruction to create a subject auction submission for a selected item, the instruction comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters fields in a format defined by the selected advertisement template;

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters fields;

storing the subject auction submission in an electronic auction submission library comprising a plurality of similarly created previously posted auction submissions;

posting the subject auction submission to an electronic auction site to offer the item for sale at a subject auction;

displaying an auction monitoring report comprising an auction management record for each of the previously posted and the subject auction submissions, wherein each auction management record displays information pertaining to the respective auction and implements functionality enabling a user to manage the corresponding auction, and wherein the auction monitoring report comprises a plurality of auction management records displayed and managed within a common view;

revisiting the auction site to obtain updated auction information pertaining to the subject auction;

updating the auction management record for the subject auction with the updated auction information;

determining that the subject auction has closed and resulted in a sale; and

updating the auction management record for the subject auction with information pertaining to the sale including the purchaser and the purchase price.

~~creating an auction consolidation account for a first set of multiple items offered for sale at auction, the set of multiple items comprising different types of items;~~

~~receiving a plurality of reusable inventory records for the items to be offered for sale at auction containing textual specifications for the items and storing the inventory records in a library of reusable inventory records in association with the account;~~

~~and for each inventory record:~~

~~receiving one or more reusable image records containing images of the items and storing the image records in a library of reusable image records in association with the account;~~

~~receiving one or more reusable advertisement templates and storing the advertisement templates in a library of reusable advertisement templates in association with the account,~~

~~receiving an auction request in association with the account identifying a selected inventory record stored in the inventory library, a selected image record stored in the image library, a selected advertisement template stored in the template library, and one or more auction parameters;~~

~~automatically combining the selected inventory record, the selected image record, and the selected advertisement template to create an auction submission in response to a predefined user command;~~

~~storing the auction submission in a library of reusable auction submissions in association with the account; and~~

~~transmitting the auction submission to one or more auction sites to post the selected items for sale by auction in accordance with the auction parameters;~~

~~automatically creating an auction monitoring report comprising a plurality of records in which each record contains auction information pertaining to a respective auction request and displaying the auction monitoring report for review by a user;~~

~~storing the auction monitoring report in association with the account;~~

~~revisiting each auction site to extract updated auction information pertaining to one or more associated auction requests;~~

~~updating a plurality of records in the auction monitoring report with updated auction information pertaining to respective auction requests; and~~

~~for each auction request:~~

~~determining that the associated auction has closed and resulted in a sale;~~

~~updating the associated auction record in the auction monitoring report with information pertaining to the sale including the purchaser and the purchase price;~~

~~displaying tracking fields in association with the auction record in the auction monitoring report identifying post-sale activities to be conducted in connection with the sale including purchaser notification, payment received, and item shipped;~~

~~receiving indications that the post-sale activities have been completed; and~~

~~altering the display of the tracking fields to indicate that the post-sale activities have been completed.~~

28. (canceled)

29. (currently amended) The computer-readable medium of claim 27, <u>further comprising the step of repeating the steps of claim 27 for each item in a first set of items.</u>

~~repeating the steps of claim 27 for each of a second set of multiple item in the first set of items; and~~

~~consolidating and displaying the records for the first and second sets of multiple items offered for sale in the auction monitoring report.~~

30. (currently amended) The computer-readable medium of claim ~~27~~ <u>29</u>, further comprising the step of repeating the steps of claim ~~27~~ <u>29</u> to create a plurality of auction monitoring reports in association with a plurality of accounts.

31. (currently amended) The computer-readable medium of claim 27, further comprising the steps of:

~~obtaining information pertaining to a sale of one of the items by one of the auction sites;~~

creating an electronic sales record library associated with the auction monitoring report;

creating a sales record associated with the sale; and

storing the sales record in a the sales record library ~~in association with the account~~.

32. (currently amended) The computer-readable medium of claim 31, further comprising the steps of:

creating an electronic billing record library associated with the auction monitoring report;

creating a billing record associated with the sale;

transmitting the billing record to a the purchaser ~~associated with the sale~~; and

storing the billing record in a the billing record library ~~in association with the account~~.

33. (currently amended) The computer-readable medium of claim 32, further comprising the steps of:

receiving information regarding shipping and payment in association with the sale; and

storing the shipping and payment information in association with the ~~account~~ auction monitoring report.

34. (currently amended) The computer-readable medium of claim 27, <u>further</u> <u>comprising the steps of:</u>

<u>displaying tracking fields in association with the corresponding auction</u> <u>management record identifying post-sale activities to be conducted in connection with</u> <u>the sale including purchaser notification, payment received, and item shipped; and</u>

<u>receiving user interaction changing the display of the tracking fields to indicate</u> <u>the completion of the post-sale activities.</u>

~~wherein the auction parameters include one or more of a an auction posting date,~~ ~~posting time, auction end date, and auction end time and one or more of a payment~~ ~~type, shipping method, minimum bid, reserve price, and private auction indicator.~~

35. (currently amended) The computer-readable medium of claim <u>34</u> ~~27~~, ~~further~~ ~~comprising the step of rendering each auction submission as an HTML page~~ <u>wherein,</u> <u>each auction management record comprises a row display, and each tracking field</u> <u>comprises a icon display.</u>

36. (currently amended) The computer-readable medium of claim 27, wherein the step of ~~extracting updated information from an auction site by performing~~ <u>revisiting</u> <u>the auction site to obtain updated auction information pertaining to the subject auction</u> <u>further comprises</u> the steps of:

<u>automatically</u> identifying a page containing the updated information; and

<u>automatically</u> parsing the page to extract the updated auction information.

37. (currently amended) The computer-readable medium of claim 36, further comprising the steps of <u>automatically</u> downloading the page before parsing the page to extract the updated auction information.

38. (currently amended) The computer-readable medium of claim 27, wherein the step of ~~revisiting the auction sites~~ <u>revisiting the auction site to obtain updated</u> <u>auction information pertaining to the subject auction</u> occurs upon receiving a user request ~~for~~ <u>to open</u> the auction monitoring report.

39. (currently amended) The computer-readable medium of claim 34 ~~27~~, wherein the step of <u>revisiting the auction site to obtain updated auction information pertaining to the subject auction occurs automatically on a periodic basis.</u>

~~further comprising the steps of:~~

~~periodically identifying posted auctions that have closed; and~~

~~for each closed auction:~~

~~periodically visiting the corresponding auction site,~~

~~extracting closed auction data from the auction site, and~~

~~processing the closed auction data.~~

40. (currently amended) The computer-readable medium of claim 39, wherein the step of <u>revisiting the auction site to obtain updated auction information pertaining to the subject auction comprises the steps of automatically:</u>

<u>identifying a page containing the updated auction information;</u>

<u>downloading the page; and</u>

<u>automatically parsing the page to extract the</u> ~~extracting~~ the closed auction data ~~comprises the steps of:~~

~~identifying a page containing the closed auction data; and~~

~~parsing the page to extract the auction closing data information.~~

41. (currently amended) The computer-readable medium of claim 27 ~~39~~, ~~wherein~~ <u>further comprising</u> the step of ~~processing the closed auction data comprises the step of~~ <u>automatically</u> sending a notice of the auction closing in a manner specified in a record associated with the ~~account~~ <u>auction monitoring report</u>.

42. (previously presented) The computer-readable medium of claim 41 ~~39~~, wherein the step of <u>automatically sending the notice</u> ~~processing the closed auction data~~ comprises the ~~steps~~ step of notifying the purchaser of the sale.

~~determining whether the auction resulted in a sale, and if the auction resulted in a sale;~~

~~notifying a selling party of the sale;~~

~~notifying the buying party of the sale; and~~

~~creating a sales record documenting the closed auction closing.~~

43. (currently amended) The computer-readable medium of claim <u>27</u> 39, wherein the step of processing the closed auction comprises <u>further comprising</u> the steps of:

obtaining an automatic feedback instruction from <u>specified by</u> settings data associated with the corresponding account <u>auction monitoring report</u>; and

<u>automatically</u> transmitting auction feedback data to the corresponding auction site in accordance with the automatic feedback instruction. <u>instruction; and</u>

<u>automatically displaying a feedback tracking field associated with the corresponding auction management record to indicate that post-sale feedback has been completed for the closed sale.</u>

44. (canceled) The computer-readable medium of claim 39, wherein the step of processing the closed auction comprises the steps of:

receiving user input <u>altering the display of</u> one or more of the tracking fields <u>to indicate that associated post-sale activities have been completed</u>; and

recording user input to the displaying the <u>altered tracking fields in</u> the auction monitoring report.

45. (canceled)

46. (currently amended) The computer-readable medium of claim 44, further comprising the steps of:

obtaining an auction processing instruction from <u>specified by</u> settings data associated with the corresponding account <u>auction record for the subject auction submission</u>;

<u>automatically</u> performing an operation in accordance with the auction processing instruction; and

<u>automatically</u> setting <u>altering</u> <u>the display of a corresponding</u> one of the <u>tracking</u> field to indicate completion of the operation.

47. (currently amended) The computer-readable medium of claim <u>30</u> 27, wherein at least two of the auction <u>submissions</u> requests are posted to different auction sites.

48. (currently amended) The computer-readable medium of claim 27, wherein the step of ~~receiving one or more inventory records~~ creating the inventory library comprises the step of receiving user input ~~comprising~~ creating the inventory records.

49. (currently amended) The computer-readable medium of claim 27, wherein the step of ~~receiving one or more image records~~ creating the image library comprises the step of receiving user input ~~comprising the image records~~ importing the images.

50. (currently amended)The computer-readable medium of claim 27, wherein the step of creating the advertising template library comprises the step of providing a set of predefined advertising templates ~~receiving one or more predefined advertisement templates comprises the step of receiving user input comprising the templates.~~

51-52 (canceled)

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53.   (currently amended) <u>A computer-readable medium storing computer-executable instructions for managing auctions, comprising the steps of:</u>

<u>creating a plurality of auction submissions for offering items for sale at auction;</u>

<u>posting the auction submissions to one or more auction sites;</u>

<u>displaying an auction monitoring report comprising an auction management record for each auction submission, wherein each auction management record displays information pertaining to the respective auction submission and implements functionality enabling a user to manage the respective auction, and wherein the auction monitoring report comprises a plurality of auction management records displayed within a common view;</u>

<u>revisiting each auction site to extract updated auction information pertaining to the auction submissions;</u>

<u>updating each auction management record with the updated auction information;</u>

<u>determining that a plurality of successful auctions have resulted in sales;</u>

<u>updating the auction management records for each successful auction with information pertaining to the respective sale including the purchaser and the purchase price;</u>

<u>displaying the updated auction management report to a user; and</u>

<u>receiving user input into the auction management records associated with each successful auction to manage post-sale activity associated with the sales.</u>

A computer storage medium containing computer-executable instructions for performing the method for managing on-lines auctions:

creating an auction consolidation account for a plurality of items offered for sale at auction;

receiving a plurality of auction requests for the items to be offered for sale at auction in association with the account, each auction request to be posted on one or more auction sites;

visiting each auction site and, during the visit, posting the corresponding auction request;

compiling a consolidated auction monitoring <u>report</u> comprising a plurality of records in which each record contains information pertaining to a respective auction request and displaying the auction monitoring report for review by a user;

~~revisiting each auction site to extract updated auction information pertaining to the corresponding auction requests;~~

~~updating a plurality of records in the auction monitoring report with updated auction information pertaining to a respective auction request; and~~

~~for each auction request:~~

~~determining that the associated auction has closed and resulted in a sale;~~

~~updating the associated auction record in the auction monitoring report with information pertaining to the sale including the purchaser and the purchase price;~~

~~displaying tracking fields in association with the corresponding auction record in the auction monitoring report identifying post-sale activities to be conducted in connection with the sale including purchaser notification, payment received, and item shipped;~~

~~receiving indications that the post-sale activities have been completed; and~~

~~altering the display of the tracking fields to indicate that the post-sale activities have been completed.~~

54. (currently amended) The method of claim 53, wherein the step of creating a plurality of auction submissions for offering the items for sale at auction further comprises the steps of:

creating an electronic inventory library comprising inventory records corresponding to items to be offered for sale at auction;

creating an electronic image library comprising images of the items in which each image is configured to be reusable for creating the auction submissions;

creating an electronic textual description library of the items in which each textual description is configured to be reusable for creating the auction submissions;

creating an electronic advertising template library in which each advertising template is configured to be reusable for creating the auction submissions; and

for a plurality of subject auction submissions:

receiving an instruction to create a subject auction submission for a selected item, the instruction comprising a selected inventory record in the inventory library, a selected image in the image library, a selected textual description in the textual description library, a selected advertising template in the advertising template library;

automatically creating the subject auction submission by combining the selected image, the selected textual description, and a set of auction parameters fields in a format defined by the selected advertisement template,

obtaining predefined entries, user input entries, or a combination of predefined and user input entries setting selected values for the auction parameters and displaying the selected values in connection with corresponding auction parameters fields, and

storing the subject auction submission in an electronic auction submission library comprising a plurality of similarly created previously posted auction submissions.

~~The computer storage medium of claim 53, wherein the method further comprises the step of posting each auction submission request to an auction site by performing the steps of:~~

~~receiving a reusable auction advertisement textual description;~~

~~storing the reusable auction advertisement textual description in an associated library of reusable auction advertisement textual descriptions for use in creating subsequent auction requests;~~

~~receiving a reusable auction advertisement image;~~

~~storing the reusable advertisement image in an associated library of reusable advertisement image for use in creating subsequent the auction requests;~~

~~receiving an identification of a selected auction template from an associated library containing a plurality of reusable auction templates, the auction template being usable for creating subsequent auction requests;~~

~~creating an the auction submission by automatically combining the advertisement textual description and the image advertisement images in a format defined by the selected auction template in response to a predefined user command; and~~

~~transmitting the auction submission to the auction site.~~

55. (currently amended) The computer storage medium of claim 53, wherein the ~~method~~ <u>step of revisiting each auction site to extract updated auction information pertaining to the auction submissions</u> further ~~comprises the step of extracting updated information from an auction site~~ comprises the steps of:

identifying a page containing the updated information; and

parsing the page to extract the updated auction information.

56. (currently amended) The computer storage medium of claim 55, wherein the ~~method~~ <u>step of revisiting each auction site to extract updated auction information pertaining to the auction submissions</u> further comprises the ~~steps~~ step of downloading the page before parsing the page to extract the updated auction information.

57. (currently amended) The computer storage medium of claim 53, wherein the ~~method~~ <u>step of revisiting each auction site to extract updated auction information pertaining to the auction submissions</u> further comprises the step of revisiting the auction sites ~~occurs upon receiving a~~ <u>in response to a</u> user request for the auction monitoring report.

58. (currently amended) The computer storage medium of claim 53, ~~wherein the method further comprises~~ further comprising the step of repeating the steps of claim 53 to create a plurality of auction monitoring reports in association with a plurality of accounts.

59. (currently amended) The computer storage medium of claim 53, wherein the ~~method~~ step of revisiting each auction site to extract updated auction information pertaining to the auction submissions further comprises the steps of:
    periodically identifying posted auctions that have closed; and
    for each closed auction:
        visiting the corresponding auction site,
        extracting closed auction data from the auction site, and
        processing the closed auction data.

60. (currently amended) The computer storage medium of claim 53, wherein the step of receiving user input into the auction management records associated with the successful auctions to manage post-sale activity associated with the sales further comprises the ~~step~~ steps of, for each auction management record:
    displaying tracking fields in association with the auction management record associated with the sales; identifying post-sale activities to be conducted in connection with the sale; and
    receiving user interaction changing the display of the tracking fields to indicate the completion of the post-sale activities.
~~The computer storage medium of claim 58, wherein the method further comprises the step of extracting the closed auction data comprises the steps of:~~
~~identifying a page containing the closed auction data; and~~
~~parsing the page to extract the auction closing data information.~~

61. (currently amended) The computer storage medium of claim 58, ~~wherein the method further comprises~~ further comprising the step of, for each account, ~~processing the closed auction data comprises the step of~~ automatically sending a notice of ~~the auction-closing~~ each sale in a predefined manner specified by settings data in a record associated with the corresponding auction management record ~~account~~.

62. (currently amended) The computer storage medium of claim 58, further comprising wherein the method further comprises the step of processing the closed auction data comprises the steps of:

determining whether the auction resulted in a sale, and if the auction resulted in a sale;

notifying a selling party of the sale;

notifying the buying party of the sale; and

creating a sales record documenting the sale closed auction closing.

63. (currently amended) The computer storage medium of claim 60 58, wherein the method further comprises the step of processing the closed auction comprises the steps of, for each sale:

obtaining an automatic feedback instruction from specified by settings data associated with the auction management report corresponding account; and

automatically transmitting auction feedback data associated with the sale to the corresponding site in accordance with the automatic feedback instruction. instruction; and

automatically displaying a feedback tracking field associated with the corresponding auction management record to indicate that post-sale feedback has been completed for the closed sale.

64. (currently amended) The computer storage medium of claim 58, wherein each auction management record comprises a row displaying the information pertaining to its respective auction submission and tracking fields displayed as icons that are configured to receive user input changing the display of the icons to indicate that post-sale activities have been completed.

wherein the method further comprises the step of processing the closed auction comprises the steps of:

displaying auction tracking fields in a corresponding auction monitoring report;

receiving user input to one or more of the tracking fields; and

recording the user input to the auction monitoring report.

65 (currently amended) The computer storage medium of claim 63 60, wherein the method further comprises the step of including tracking fields include tracking fields

for purchaser notification, payment received, auction item shipped, and payment received.

66. (previously presented) The computer storage medium of claim ~~63~~ 60, wherein the method further comprises the steps of, for each sale:

obtaining an auction processing instruction ~~from~~ specified by settings data associated with the <u>auction management report</u> ~~corresponding account~~;

performing an operation in accordance with the auction processing instruction; and

~~setting one of~~ <u>altering the display of an associated</u> the tracking field to indicate completion of the operation.

Respectfully submitted,

By: Michael J. Mehrman
Reg. No. 40,086

Mehrman Law Office, P.C.
5605 Glenridge Drive, Suite 795
Atlanta, GA 30342
404 497 7400 telephone
404 497 7405 facsimile
mike@mehrmanlaw.com